



## **Issues Report**

**Second Quarter 2010**

**WOOD TV8- Grand Rapids, MI:**

**WOOD TV8- Grand Rapids, MI**

**WOGC-CA- Grand Rapids, MI**

Description of programming providing the most significant  
treatment of community issues

# **WOOD TV8 Quarterly Issues Report**

## **April – June 2010**

<u><b>PROGRAM</b></u>	<u><b>DAY</b></u>	<u><b>TIME</b></u>
• 24 Hour News 8 Daybreak	Monday – Friday	5:00 - 7:00 A.M.
• 24 Hour News 8 at Noon	Monday – Friday	12:00 - 1:00 P.M.
• 24 Hour News 8 at 5:00	Monday – Friday	5:00 - 5:30 P.M.
• 24 Hour News 8 at 5:30	Monday – Friday	5:30 - 6:00 P.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at Daybreak	Saturday and Sunday	6:00 – 8:00 A.M.
• 24 Hour News 8 at 6:00	Saturday	6:00 – 6:30 P.M.
• 24 Hour News 8 at 6:00	Sunday	6:00 – 7:00 P.M.
• 24 Hour News 8 at 11:00	Monday – Friday	11:00 - 11:35 P.M.
• 24 Hour News 8 at 11:00	Saturday and Sunday	11:00 - 11:30 P.M.
• Maranda Where You Live	Saturday	6:30 – 7:00 P.M.
• eightWest	Monday – Friday	11:00 A.M. – 12 NOON

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

“eightWest” is a locally produced daily one hour program featuring everything West Michigan.

WOOD TV8 is simulcast in it entirely on WOGC-CA, Grand Rapids, MI.

- NBC Nightly News                      Monday – Friday                      6:30 - 7:00 P.M.

This is an NBC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

- TODAY                                      Monday – Friday                      7:00 - 11:00 A.M.

- TODAY Saturday 8:00 - 10:00 A.M.
- TODAY Sunday 8:00 - 9:00 A.M.

This NBC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- Dateline NBC Friday 9:00 - 11:00 P.M.
- Dateline NBC Sunday 7:00 - 8:00 P.M.

This NBC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.



## **Educational Issues**

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 @ 5pm  
Date Aired: Friday, April 2, 2010  
Length: :30  
Summary: Grand Rapids Public Schools Meeting - Public invited to special meeting to address budget and curriculum changes in district.

2. Program: Where You Live  
Date Aired: Saturday, April 3, 2010  
Length: 2:30  
Summary: Calvin College in Grand Rapids offers a education's Eco Center where kids and families can tour acres of forest behind the school. It's a way for kids to connect with nature and learn more about the great outdoors and the science that comes along with it.

3. Program: 24 Hour News 8 @ 5pm  
Date Aired: Monday, April 5, 2010  
Length: 1:30  
Summary: Special Grand Rapids Public Schools Meeting -- Area's largest district calls special meeting to discuss budget and curriculum changes.

4. Program: 24 Hour News 8 @ 5pm  
Date Aired: Tuesday, April 6, 2010  
Length: 2:50  
Summary: Online learning -- Grand Rapids Public Schools considering changes that would make more classes online. Do they work?

5. Program: 24 Hour News 8 @ 11pm  
Date Aired: Tuesday, April 13, 2010  
Length: :30  
Summary: Special piece devoted to Hope Basketball coach retirement -- recognizing Hope's basketball program as it relates to religion.

6. Program: Where You Live  
Date Aired: Saturday, April 17, 2010  
Length: 2:00  
Summary: At West Michigan Academy for Environmental Science, high schoolers are using recycled items in art class. Kids are making handbags and wallets out of old plastic bags and murals out of items most people throw away. They also study “green” artists and those who are making a difference in our environment.

7. Program: 24 Hour News 8 @ Noon  
Date Aired: Tuesday, April 20, 2010  
Length: 2:00  
Summary: Acing the interview - Many people are on looking for a job these days... so once you land that interview, what can you do to make sure you stand out and don't turn off. 2:00

8. Program: 24 Hour News 8 @ 5pm  
Date Aired: Thursday, April 22, 2010  
Length: 1:40  
Summary: DeVos Aviation School -- school started by local businessman receives charter. :30  
Gates Scholars -- five local students received scholarship that pays for up to 10 years of higher education at any university.

9. Program: 24 Hour News 8 @ Noon  
Date Aired: Friday, April 23, 2010  
Length: 1:45  
Summary: Connecting With Community Awards nomination this week goes to Recreation Reaps Rewards with the Grand Rapids Public Schools. This collaboration offers free programming to over 5,000 youth and their families within the city of grand rapids. Bringing together resources and expertise to this after school program gives children a greater opportunity to succeed.

10. Program: 24 Hour News 8 @ 5pm  
Date Aired: Tuesday, May 4, 2010  
Length: 2:00

Summary: Kalamazoo school won national contest to have President Obama speak at commencement.

11. Program: 24 Hour News 8 @ Noon  
Date Aired: Thursday, May 6, 2010  
Length: 2:07  
Summary: Connecting With Community Awards nomination this week is a collaborative effort between the City of Grand Rapids and Wyoming Housing Commissions. These two government agencies got together along with many other organizations and created "Passport to Success." This collaboration helps people move towards self sufficiency through their many educational programs.

12. Program: 24 Hour News 8 @ 5pm  
Date Aired: Wednesday, May 12, 2010  
Length: :30  
Summary: Grand Valley State University Research Grant -- University granted \$1.1 million for research projects.

13. Program: 24 Hour news 8 @ Noon  
Date Aired: Wednesday, May 12, 2010  
Length: :45  
Summary: School districts have until the end of \*next\* week to send in letters supporting our state's new application for federal money from the Race to the Top program.

14. Program: Where You Live  
Date Aired: Saturday, May 29, 2010  
Length: 2:00  
Summary: Many people don't realize that the John Ball Zoo offers a school onsite for 6<sup>th</sup> graders in the city of Grand Rapids. It's a one year program that uses the zoo has a background for their lessons. This segment focused on the kids in the program and also the instructors who bring learning to life in this hands-on setting.

15. Program: Where You Live  
Date Aired: Saturday,  
June 5, 2010

Length: 2:30

Summary: Students at Meadowlawn Elementary in Kentwood are benefiting from new 21<sup>st</sup> Century technology in their social studies class. All students have laptops and the teacher uses an interactive whiteboard to take kids on virtual field trips and to show bar graphs and charts. Students have responded positively with a higher interest in the subject.



## **Health & Fitness Issues**

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: 24 Hour News 8 @ Noon  
Date Aired: Thursday, April 1, 2010  
Length: 1:24  
Summary: Connecting With Community Awards nomination for the Grand Rapids Original Swing Society. This non-profit group gathers every week to teach the art of dance and more importantly, develop an active and healthy lifestyle for people of all ages.

2. Program: 24 Hour News 8 @ Noon  
Date Aired: Thursday, April 1, 2010  
Length: 2:30  
Summary: "Teeth Grinding" -- Life's daily grind can turn into a nightly one that people often don't know about until they go to the dentist. And dentists everywhere say they're seeing cases of teeth-grinding more than ever before: As the recession not only wears people down but their teeth as well.

3. Program: 24 Hour News 8 @ Noon  
Date Aired: Friday, April 2, 2010  
Length: 1:30  
Summary: Spring Swine Flu - while swine flu has been off the radar for many Americans -- doctors have continued to see a steady number of h-1-n-1 patients. A recent spike in severe cases in the southeast -- combined with new statistics that show just one in four Americans have been vaccinated -- has many experts warning the virus is not gone. But there is still time to protect yourself.

4. Program: eightWest  
Date Aired: Tuesday, April 6, 2010  
Length: 3:40  
Summary: The need is high and donations are low....and that's why some special collection bins are out now through the end of the month. You can find them at five area Instant Cash Advance Stores, all sites collecting canned goods and personal hygiene

products to be distributed through the Guiding Light Mission in Grand Rapids.

5. Program: 24 Hour News 8 Daybreak  
Date Aired: Tuesday, April 6, 2010  
Length: :25  
Summary: School lunches - study shows school lunches can lead to obesity.
6. Program: 24 Hour News 8 @ Noon  
Date Aired: Thursday, April 8, 2010  
Length: 2:00  
Summary: Pollen Problems - Pollen is filling the air like never before -- all the across the country -- forcing those with even the mildest of allergies to stay indoors. Record levels of pollen are popping up this spring.
7. Program: 24 Hour News 8 Daybreak  
Date Aired: Saturday, April 10, 2010  
Length: 2:00  
Summary: Cancer Treatment - A group of doctors in Virginia are among the leaders researching better ways to treat and hopefully one day cure cancer. They're conducting a clinical trial that uses a virus to fight a deadly form of skin cancer.
8. Program: 24 Hour News 8 @ Noon  
Date Aired: Friday, April 16, 2010  
Length: 2:00  
Summary: CWC Awards nomination for Alternatives in Motion. Working to provide wheelchairs to all those who need them, this collaboration combines the non-profit with the for-profit to give people mobility and an opportunity to give back.
9. Program: Where You Live  
Date Aired: Saturday, April 17, 2010  
Length: 2:00  
Summary: This segment showcased the new exercise craze called EcoTrek Fitness. It's an outdoor workout that uses items found in nature to enhance the workout. People hike on trails, do push-ups on park benches, squats using trees and more. It's a great way to get in shape and enjoy some fresh air!

10. Program: eightWest  
Date Aired: Wednesday, April 28, 2010  
Length: 4:17  
Summary: Nearly 25-thousand people in Kent County rely on help from food pantries to feed their families each month. This weekend you can join the 33rd Annual GRACE Hunger Walk to help keep those pantries shelves stocked. Today Terri and Rachael learn how to sign up and who can help.
11. Program: 24 Hour News 8 @ 5pm  
Date Aired: Thursday, April 29, 2010  
Length: 2:30  
Summary: Helen DeVos Level I -- local hospital receives designation as Level One Pediatric Trauma Center, now one of only three in the state. Includes live interview.
12. Program: Where You Live  
Date Aired: Saturday, May 8, 2010  
Length: 30:00  
Summary: Our entire half-hour show was filmed at the Fifth Third River Bank Run, which is the largest 25K in the country. We talked to participants about why they run and focused on various health and wellness aspects of the sport of running.
13. Program: 24 Hour News 8 @ Noon  
Date Aired: Monday, May 10, 2010  
Length: :30  
Summary: ASPIRIN-CROHN'S DISEASE If you take aspirin on a regular basis, a new study shows you may be at risk to develop Crohn's disease.
14. Program: eightWest  
Date Aired: Monday, May 17, 2010  
Length: 4:17  
Summary: Suicide is the second leading cause of death for teenagers in Kent County. That's more than a statistic to Christy Buck - it's a

call to action. Buck is an advocate for mental health awareness and the creator of an upbeat, interactive program that connects with kids...and may be saving lives.

15. Program: 24 Hour News 8 @ Noon  
Date Aired: Wednesday, May 19, 2010  
Length: 3:00  
Summary: Postpartum Depression -- live interview about Postpartum Depression month in Michigan and about the condition in both men and women.
16. Program: Where You Live  
Date Aired: Saturday, June 5, 2010  
Length: 1:30  
Summary: In the age of electronics you don't have to just tune out and watch t.v. all day. There are lots of ways to be active using technology. We focused on various items that families can use including the Wii, Body Buggs, heart rate watches, DDR and more.
17. Program: eightWest  
Date Aired: Wednesday, June 9, 2010  
Length: 5:05  
Summary: Ellen Atkins, program coordinator of Sister to Sister, a breast cancer support group for women of color at Gilda's Club Grand Rapids. Their annual walk takes place at Aquinas College on Saturday, June 12. Registration starts at 8am and the walk steps off at 9:30. Sisters, brothers, family and friends will walk in memory of a loved one or in honor of a breast cancer survivor.
18. Program: eightWest  
Date Aired: Friday, June 11, 2010  
Length: 5:12  
Summary: For more than a dozen years, families of children with cancer and other life-threatening blood disorders have felt the support of an organization called PORT - the Pediatric Oncology Resource Team at Helen DeVos Children's Hospital. PORT provides each family with a PORT bag filled with items they may need as they enter a hospital stay, sometimes

unexpectedly.

19. Program: eightWest  
Date Aired: Tuesday, June 15, 2010  
Length: 3:50  
Summary: Until Journey's End provides a support system to families traveling extensively or living away from home to be with a loved one who is hospitalized in a medical crisis. They provide care packages and financial relief and they need your help to help sustain the giving.

20. Program: 24 Hour News 8 Daybreak  
Date Aired: Friday, June 18, 2010  
Length: :24  
Summary: MDA Fill the Boot effort by Grand Rapids local fire fighters collecting funds for the Muscular Dystrophy Associaton.

## **Community & Volunteer Efforts**

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: 24 Hour News 8 @ Noon  
Date Aired: Friday, April 2, 2010  
Length: 2:07  
Summary: Connecting With Community Awards nomination for HomeTown Partners in Barry County. This collaborative initiative is a community effort, built upon their assets and to strengthen the economic outlook based on four pillars: Community Assets, Entrepreneurship, Leadership and Youth.
  
2. Program: eightWest  
Date Aired: Friday, April 9, 2010  
Length: :46  
Summary: Blare Gooch is a semi-finalist in the 2010 search for Huggable Heroes. Gooch started "Blare's Bears for Haiti," collecting more than 20-thousand teddy bears to send to children affected by the earthquake in Haiti.
  
3. Program: 24 Hour News 8 @ 5pm  
Date Aired: Wednesday, April 14, 2010  
Length: :20  
Summary: Grand Rapids Budget Hearing -- residents encouraged to attend public meetings about city budget.
  
4. Program: 24 Hour News 8 @ 5pm  
Date Aired: Tuesday, April 27, 2010  
Length: :20  
Summary: Guns and Hoses benefit -- fundraiser with money going to local police and fire agencies.

5. Program: 24 Hour News 8 @ Noon  
Date Aired: Friday, April 30, 2010  
Length: 2:02  
Summary: Connecting With Community Awards nomination this week is C.A.S.A., Court Appointed Special Advocate. C.A.S.A. connects with many agencies to help children going through the court system who are involved in child welfare cases due to abuse and neglect. C.A.S.A. volunteers provide support and are the voice for these children.
6. Program: 24 Hour News 8 @ 5pm  
Date Aired: Tuesday, May 4, 2010  
Length: :50  
Summary: Stamp Out Hunger -- campaign this weekend for people to leave food donations at their mailboxes for letter carriers to pick up and distribute.
7. Program: 24 Hour News 8 @ Noon  
Date Aired: Friday, May 7, 2010  
Length: 2:05  
Summary: Connecting With Community Awards nomination this week is Kandu. This collaboration combines two great efforts that we all benefit from with cleaner beaches. Working with individuals who want to make a difference.
8. Program: Where You Live  
Date Aired: Saturday, May 8, 2010  
Length: 1:30  
Summary: We talked with some of the thousands of volunteers who help make the Fifth Third River Bank Run possible. We found out what they were doing and why they volunteer at community events like this. Roles ranged from passing out water, to registration, to awarding medals after the race.
9. Program: eightWest  
Date Aired: Friday, May 14, 2010  
Length: 2:00  
Summary: 2<sup>nd</sup> Annual Connecting With Community Awards Celebration last night with the winner announced at the Gerald Ford Museum. This year's recipient was Recreation Reaps Rewards.

10. Program: 24 Hour News 8 @ 5pm  
Date Aired: Tuesday, May 18, 2010  
Length: :25  
Summary: Diaper Driver - A Kent County organization wants to help parents with a costly necessity and they're asking the community for help.
11. Program: 24 Hour News 8 @ 5pm  
Date Aired: Wednesday, May 19, 2010  
Length: :30  
Summary: CRWRC Haiti Funds -- Local charity surpassed milestone in relief funds for Haiti.
12. Program: Where You Live  
Date Aired: Saturday, May 22, 2010  
Length: 2:00  
Summary: The YMCA Inner City Youth Baseball and Softball Association is a program that gives all kids the chance to play an organized sport. This segment focused on a glove drive they were holding to gather used gloves for the kids in their program. It encouraged people to give back and give all kids the chance to be able to participate in the sport.
13. Program: eightWest  
Date Aired: Wednesday, May 26, 2010  
Length: 5:15  
Summary: Sonya Hughes is the force behind a very important program to get the issue of racism out in the open and find ways to calm the conflict in our communities. Today, we're celebrating this West Woman's efforts to promote peace, one person at a time.
14. Program: Where You Live  
Date Aired: Saturday, May 29, 2010  
Length: 3:00  
Summary: The Milnes Family of East Grand Rapids is working with Paws for a Cause to raise puppies. They have a foster dog through the program and volunteers to help a little of puppies. We talked to the family about why they volunteer and how they are



making a difference for people with disabilities.

15. Program: 24 Hour News 8 @ 11pm  
Date Aired: Tuesday, June 15, 2010  
Length: 2:30  
Summary: Story on the grand opening of the new Grand Rapids opera facility, highlights opera and arts community.
16. Program: eightWest  
Date Aired: Tuesday, June 22, 2010  
Length: 6:30  
Summary: The Inner City Christian Federation occupies a beautifully restored building in Grand Rapids with a rich history. They are opening their doors for tours and their gardens for free outdoor concerts, and they're helping families build their futures with their programs to help provide affordable housing for all.
17. Program: Where You Live  
Date Aired: Saturday, June 26, 2010  
Length: 30:00  
Summary: Our entire half hour show was filmed at Maranda's Park Party in Cedar Springs. Park Parties are large scale community events that WOOD TV8 brings into urban communities. These are totally free and air to bring something positive and fun to kids who don't have much going on in the summer. Local non-profits volunteer their time and donate items to the cause. We also have various corporate partners who donate time and money to support these events.

## **Safety**

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: eightWest  
Date Aired: Monday, April 5, 2010  
Length: 4:39  
Summary: The YWCA is there for women everyday of the year when they need help the most. Now they are asking for your support to keep their services available to anyone who is assaulted or attacked. Rachael share an initiation to the Open Circle Luncheon and another high-flying fund raising event, while Jordan gets a little demo of pampering that will be available from Belladonna Salon and Spa on Denim Day.
  
2. Program: 24 Hour News 8 @ 5pm  
Date Aired: Monday, April 5, 2010  
Length: 2:00  
Summary: Ionia Choking -- high schoolers forcefully had classmate participate in game to choke until they get "high."
  
3. Program: 24 Hour News 8 @ Noon  
Date Aired: Friday, April 9, 2010  
Length: 2:05  
Summary: CWC Awards nomination for E.S.C.A.P.E. and Rescue One for Kids. Through this collaboration, injuries and deaths caused by fire have been significantly reduced throughout West Michigan. Education and prevention about the dangers of fire is their objective.
  
4. Program: 24 Hour News 8 @ 5pm  
Date Aired: Tuesday, April 13, 2010  
Length: 3:00  
Summary: More Toyota Trouble -- alert from Consumer Reports not to buy Lexus vehicle due to rollover danger.

5. Program: Where You Live  
Date Aired: Saturday, April 24, 2010  
Length: 1:30  
Summary: There are many safety precautions that new parents need to take before bringing home their baby from the hospital. We talked with a nurse at Helen DeVos Children's Hospital who told us about shaken baby syndrome, proper car seat installation, safety latches in the house and more.

6. Program: 24 Hour News 8 @ 5pm  
Date Aired: Tuesday, April 27, 2010  
Length: :45  
Summary: Texting Danger -- national push to ban texting while driving along with status of Michigan bill.

7. Program: 24 Hour News 8 @ Noon  
Date Aired: Thursday, April 29, 2010  
Length: :30  
Summary: Cribs Recalled -- two brands of drop-side cribs recalled for possibly fatal defect.

8. Program: 24 Hour News 8 @ Noon  
Date Aired: Tuesday, May 11, 2010  
Length: :25  
Summary: TOYOTA STEERING RECALL - The government is investigating whether the Japanese automaker delayed a 2005 recall in the U.S. over defective steering rods.

9. Program: 24 Hour News 8 @ Noon  
Date Aired: Thursday, May 13, 2010  
Length: :30  
Summary: Lettuce recall -- a lettuce recall that includes produce sold in Michigan was expanded to include more plants.

10. Program: 24 Hour News 8 @ 5pm  
Date Aired: Wednesday, May 19, 2010

Length: :45  
 Summary: Canned Food BPA -- chemical that is known to cause health problems in animals was found in almost all canned foods.

11. Program: Where You Live  
 Date Aired: Saturday, May 22, 2010  
 Length: 2:00  
 Summary: Kids and sports injuries is a big topic this time of year. We talked to an ER doctor who gave us his best advice for preventing kids from getting hurt on the ball field. Tips ranged from helmets and padding to leading by example.

12. Program: 24 Hour News 8 @ 6pm  
 Date Aired: Friday, May 28, 2010  
 Length: :30  
 Summary: BOATER SAFETY TAG OUT OF DROWNING STORY regarding the importance of life jackets.

13. Program: Connecting with Community water safety PSA's  
 Date Aired: Various times starting June 1, 2010  
 Length: :30  
 Summary: Series of public service announcements about the dangers of the lakes including rip currents, life jackets and warning flags on our beaches.

14. Program: Where You Live  
 Date Aired: Saturday, June 5, 2010  
 Length: 2:30  
 Summary: With summer here many kids will be left home alone while parents are working. We talked to a local therapist who gave parents advice on setting limits on the computer, cell phone and television. It's a way to keep kids safe and also trying to break the addiction of technology.

15. Program: eightWest  
 Date Aired: Wednesday, June 23, 2010  
 Length: 4:18  
 Summary: Each waterway holds its share of dangers. This weekend, a free

event in Holland is happening to educate kids and families about water and boating safety. It's free and open to all. Rachael and Laura meet with Martha Menerick from the Yacht Basin Marina, and Sergeant Keith Koeman with the Ottawa Marine Patrol.